

MU\$EUM  
OF AMERICAN  
FINANCE

# 2019 Gala

TUESDAY, FEBRUARY 5, 2019  
CIPRIANI WALL STREET

HONORING

LAURENCE D. FINK

WITH

THE CHARLES SCHWAB  
FINANCIAL INNOVATION AWARD

AND

DR. JANET L. YELLEN

WITH

THE WHITEHEAD AWARD  
FOR DISTINGUISHED PUBLIC SERVICE  
AND FINANCIAL LEADERSHIP

Since 2008, the Museum of American Finance has recognized the outstanding achievements of individuals who have demonstrated their professional commitment to a culture of service and have achieved distinction in both the public and private sectors with the **Whitehead Award for Distinguished Public Service and Financial Leadership**. This year we are recognizing **Dr. Janet Yellen**, former chair of the Federal Reserve Board and distinguished fellow in residence at The Brookings Institution.

The 2019 Gala also features the **Charles Schwab Financial Innovation Award**, paying tribute to an individual who has significantly advanced the world of finance – and the economy – through a creative approach to products, markets and financial technology. This year's honoree is **Laurence Fink**, chairman and chief executive officer of Blackrock, recognized for his innovations in the field of asset management.



## GALA PRESENTING SPONSOR \$100,000\*

The opportunity to be a Presenting Sponsor of the 2019 Gala will be awarded to organizations that support the Gala at a level significantly higher than the Gold Standard Sponsorship. Benefits and recognition will be arranged with Presenting Sponsors and include the following:

- Two premier tables at the Gala (two tables of 10)
- Firm's logo and designation as Presenting Sponsor on display during the cocktail reception
- Presenting Sponsorship introduction from the podium
- Photo opportunity with featured Gala guests
- Firm's logo and designation as Presenting Sponsor included in the dinner journal
- Firm's logo and designation as Presenting Sponsor included on the Museum's website
- Recognition in the Museum's digital magazine
- Listing as a Presenting Sponsor included in the Museum's pre- and post-event press releases and social media outreach
- Sponsor material included in gift bag

## GOLD STANDARD SPONSOR \$50,000\*

The Gold Standard Sponsorship includes the following benefits:

- One premier table at the Gala (table of 10)
- Firm's logo and designation as Gold Standard Sponsor on display during the cocktail reception
- Gold Standard Sponsorship announced from the podium
- Photo opportunity with featured Gala guests
- Firm's logo and designation as Gold Standard Sponsor included in the dinner journal
- Firm's logo and designation as Gold Standard Sponsor included on the Museum's website
- Recognition in the Museum's digital magazine
- Listing as a Gold Standard Sponsor included in the Museum's pre- and post-event press releases and social media outreach

## SILVER CERTIFICATE SPONSOR \$25,000\*

The Silver Certificate Sponsorship includes the following benefits:

- One table of 10 at the Gala
- Firm's logo and designation as Silver Certificate Sponsor on display during the cocktail reception
- Silver Certificate Sponsorship announced from the podium
- Firm's logo and designation as Silver Certificate Sponsor included in the dinner journal
- Firm's logo and designation as Silver Certificate Sponsor included on the Museum's website
- Recognition in the Museum's digital magazine
- Listing as a Silver Certificate Sponsor included in the Museum's pre- and post-event press releases and social media outreach

*\*Benefits may be updated at the discretion of the Museum of American Finance.*

# 2019 SPONSORSHIPS

Sponsorship Benefits	PRESENTING SPONSOR*	GOLD STANDARD SPONSOR	SILVER CERTIFICATE SPONSOR
Tables of 10	<b>2 PREMIER</b>	<b>1 PREMIER</b>	<b>1</b>
Recognition on invitation and dinner journal (logo)	X	X	X
Recognition on website and social media	X	X	X
Inclusion in all press releases	X	X	X
Recognition in Museum's digital magazine	X	X	X
Acknowledgment from the podium	X	X	X
Photo opportunity with board members, speakers and special guests	X	X	
Introduction from the podium	X		
Sponsor material included in gift bag	X		

*\*Additional benefits will be arranged with the Presenting Sponsors.*

Basic benefits as of October 2018. **All but \$3,000 per table is tax deductible.**

CONTACT MINDY ROSS AT (646) 833-2755 OR [MRROSS@MOAF.ORG](mailto:MRROSS@MOAF.ORG)  
FOR ADDITIONAL INFORMATION.

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